

# Wacky Packages<sup>®</sup>



INCLUDES BONUS PACK  
OF RARE AND UNRELEASED

## STICKERS

INTERVIEW WITH  
ART SPIEGELMAN

**WACKY PACKAGES**—a series of collectible stickers featuring parodies of consumer products and well-known brands and packaging—were first produced by the Topps Company in 1967, then revived in 1973 for a highly successful run. The series, re-launched with great success over the years, is known affectionately among collectors as “Wacky Packs.” With artist Art Spiegelman as a key creative force, the stickers were illustrated by such notable comics artists as Kim Deitch, Bill Griffith, Jay Lynch, and Norm Saunders. This first-ever compilation of Series One through Series Seven from 1973 and 1974 celebrates the 35th anniversary of Wacky Packages, and includes images of all 223 rare and hard-to-find stickers.

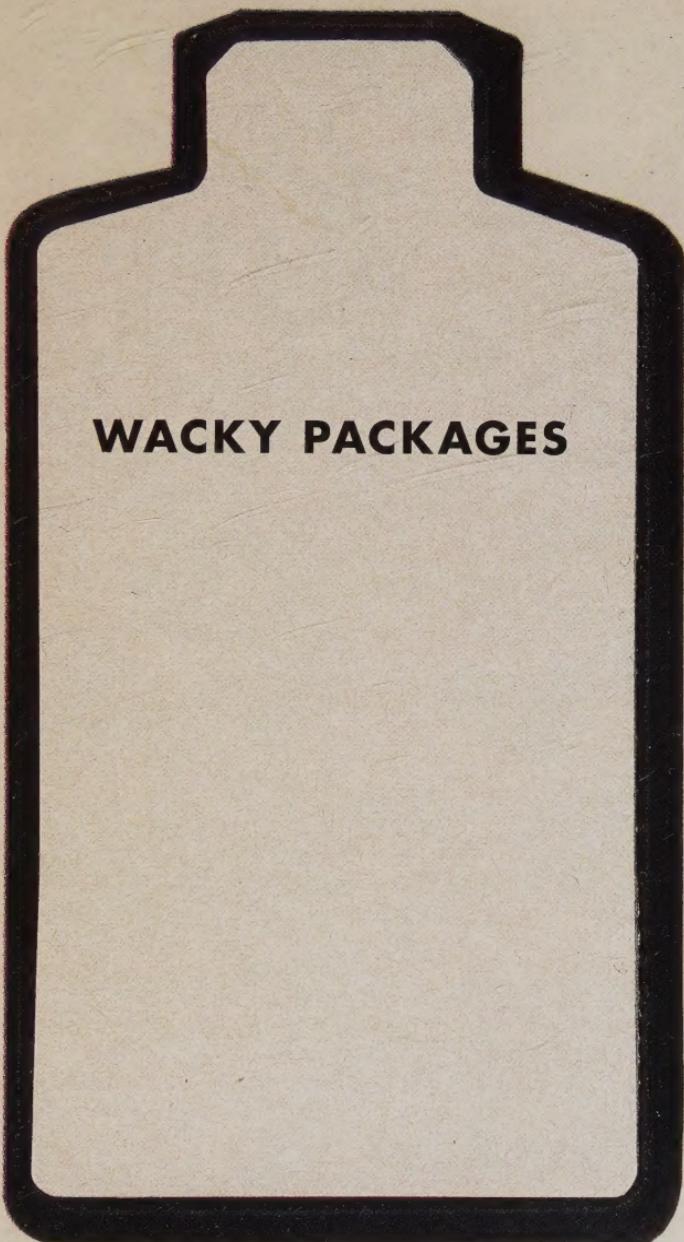




MANCHESTER PUBLIC LIBRARY  
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MANCHESTER







**WACKY PACKAGES**

ticks

# Wormy Packages



WITH 1 STICK  
**STINKY**  
BUBBLE GUM

**JUST  
DUG  
UP**

# **Wacky Packages®**

**By The Topps Company, Inc.**

**Interview with Art Spiegelman**

**Afterword by Jay Lynch**

**Abrams, New York**

*To all the Wacky Packages fans from over the years*

**ACKNOWLEDGMENTS:** Ira Friedman, John Williams, Jeff Zapata, Colin Walton, and Mike Jaspersen at Topps; former Topps creative director Len Brown for his invaluable insight; Art Spiegelman and Jay Lynch for their contributions to this book and the creation of this material; Geoff Spear for his photography; Charles Kochman and Sofía Gutiérrez (editorial), Neil Egan (design), and Anet Sirna-Bruder (production) at Abrams; and Wacky Packages mega-collectors Greg Grant and Matt Stock for loaning some of their hard-to-find original stickers, and for Greg's vastly informative Web site ([www.wackypackages.org](http://www.wackypackages.org)). Finally, a very special thanks to all of the artists whose talent and creativity has brought delight to so many children and made Wacky Packages an indelible part of pop culture history.

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**harry n. abrams, inc.**

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**This book and the advertisements referenced herein are neither authorized nor endorsed by any of the companies that are the subject of this parody. The products spoofed are all good ones, no kidding.**

|  |                         |     |
|--|-------------------------|-----|
| <input type="checkbox"/> <b>WACKY DAYS</b> | BY ART SPIEGELMAN . . . | 6   |
| <input type="checkbox"/> <b>SERIES 1</b>   | 1973 . . . . .          | 9   |
| <input type="checkbox"/> <b>SERIES 2</b>   | 1973 . . . . .          | 40  |
| <input type="checkbox"/> <b>SERIES 3</b>   | 1973 . . . . .          | 74  |
| <input type="checkbox"/> <b>SERIES 4</b>   | 1973 . . . . .          | 105 |
| <input type="checkbox"/> <b>SERIES 5</b>   | 1973 . . . . .          | 138 |
| <input type="checkbox"/> <b>SERIES 6</b>   | 1974 . . . . .          | 171 |
| <input type="checkbox"/> <b>SERIES 7</b>   | 1974 . . . . .          | 205 |
| <input type="checkbox"/> <b>AFTERWORD</b>  | BY JAY LYNCH . . . . .  | 239 |
| <input type="checkbox"/> <b>INDEX</b>      | . . . . .               | 240 |

# WACKY DAYS

BY ART SPIEGELMAN

*Art Spiegelman is the Pulitzer Prize-winning creator of the graphic novel memoir Maus (1991). He worked for the Topps Company from 1966 (as a summer intern when he was eighteen) until 1989. In 2007, in his lower-Manhattan studio, he reminisced with Abrams editor Charles Kochman about his early days at Topps.*

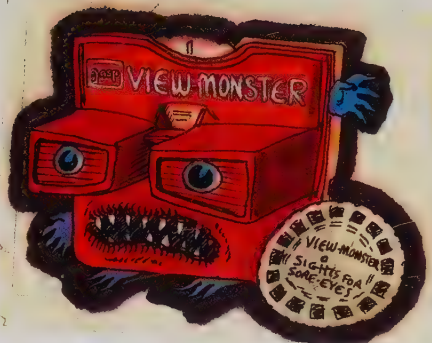
Topps changed my life and gave me a chance to warp the lives of others. It started while I was still in my own bubble-gum buying years, around 1963. I was about fourteen or fifteen and very much in the thrall of Harvey Kurtzman's early *MAD*. I even put out a sub-sub imitation *MAD* fanzine in purple ink called *Blasé*. I worshipped the artists who had anything to do with *MAD*, and none more than Jack Davis. He slumped for Topps Gum Inc. drawing Funny Valentines cards with gags like, "You look like a million bucks..." painted on the front and a green and wrinkled hag on the flip side. I collected them all.

I had zero interest in baseball, but Davis did spot art on the backs of the cards, so I had to buy them. I figured there's nothing lower on the aesthetic food chain than a bubble gum company and nobody but me could care about those insignificant spots, so I called up the Topps offices to see if I could get hold of some of the original art. By some fluke the secretary at the switchboard put me through to the head of their creative development department, Woody Gelman. After a few minutes Woody

generously invited me to the offices, offering to trade some copies of my lame fanzine for some Davis art.

Topps was then in a seedy warehouse building in Red Hook, Brooklyn—a neighborhood then so scary that I once read even Joey Gallo wouldn't walk through it at night. I met my mentor there, Woody Gelman. Once a Fleischer animator and a writer of comic books like *Nutsy Squirrel*, Woody was an elfin repository of everything that obsessed me. He was a serious collector of old paper and ephemera—comics, cartoon art, illustration—at a time when such collectors barely existed. We hit it off incredibly well. I was still a tyke, but he'd found somebody who seemed to know and care about really old comic art as much as he did. I walked off with some Davis baseball card artwork (still have 'em, framed, forty-five years later) and Woody—unbeknownst to me—put my zine into a file folder with a note to contact this kid when he turns eighteen. I was in my first semester of college when I got Woody's letter saying, "I figured you might be looking for a job around now. Would you care to come work for Topps?"

I wanted nothing more, but had to stay in college to keep either my parents or the Viet Cong from killing me, so I asked if I might simply get a summer job. I started to write gags for their novelty humor cards and stickers. Freelance gag-writers sent in typed-up jokes and freelance artists turned those into pencil sketches that would move through the Topps



Concept sketches by Art Spiegelman, c. 1975

chain of command before going back to the artists with corrections and notes. After about two or three rounds, a card would be okayed. Since I couldn't type I'd draw little Magic Marker sketches of my gags, providing a visual comp that the department could present to the company's higher-ups for approval. I somehow invented an ongoing gig at Topps, available any time I needed one. The relationship lasted over twenty years.

Woody regularly brought intriguing scraps from his collection into the office to show me and his right-hand man, Len Brown. Lenny was just a few years older than me when Woody first took him under his wing, and he stayed at Topps for his entire working life. About a year or so into my tenure at Topps, Woody showed us a folder of lithographed old advertising cards from the nineteenth century. They were exquisitely printed images, die-cut to the shape of products, with ad copy on the back. He wanted to do modern versions to sell with bubble gum. This may sound bizarre, but all he wanted to do was put out small Pepsi Cola bottles, for example, printed on card stock and die-cut. Period. Not a

parody of a Pepsi bottle but, just like those old advertising cards, a nicely printed card die-cut in the shape of a Pepsi bottle. "Wouldn't that be just great?" he enthused.

Len and I were baffled. It seemed that he was asking kids to buy advertisements, and we didn't get it. I comped some up at his request, but insisted they really ought to be parodies. It just seemed like a no-brainer. Woody shrugged and said, "Well, try it both ways!" This was the mid-sixties, right when Andy Warhol's Campbell soup cans first popped into the culture. For Woody, Pop Art was validation for selling die-cut cards of Campbell's soup cans and other commercial culture icons; for me it seemed like an obvious platform for feeding my *MAD* lessons back to another generation. Eventually, Len and I won Woody over. I can't remember for certain, but I think the first sketch I made was a parody of Campbell's soup in honor of Warhol: "Campy Condemned Spider Soup."

The dopey gags came easily. This was a dream job. I passed my sketches on to Norm Saunders, the great pulp illustrator, who did a lot of the early Wacky paintings. Ray Hammond,

on staff in Topps' art department—which was run much more like a military prison than the lunatic asylum that was Woody's creative development department—would do the airbrushing and lettering that gave the Wackies verisimilitude. Len Brown coordinated the whole mess. As the stickers became a major fad phenomenon, more hands were brought on deck, including Ric Varesi, another Topps staffer, and lots of my pals from the burgeoning underground comix scene who began coming up with gags. Most notable among the latter was Jay Lynch, creator of *Bijou Funnies*, who had contributed cartoons to *Blasé* when we were both kids. In the 1970s I recruited Bill Griffith, creator of Zippy the Pinhead, into the later series. We were impoverished San Francisco comix artists and would regularly head to the supermarket to find products that hadn't yet been mocked. We never got royalties for our labor, of course, but at least Topps kept us in groceries.

I would stare at, say, a package of Chuckles—like Plato contemplating the bust of Homer—and search through the alphabet looking for a gag: “Buckles, Cuckles, Duckles, Knuckles—oh, Knuckles! Eureka—a perfect Wacky!” Some product names just lent themselves to parody more easily than others. Bum Chex instead of Rice Chex. Quaker Oats—those were gifts, just waiting to be parodied. At some point I systemized the process by listing all the consonants and consonant blends alphabetically, a list of phonemes. It was my pre-electronic Topps computer. Staring at oatmeal, I'd recite: “Quaker—Baker, Caker, Daker, Faker, Gaker.” One would try to keep the first letter since it made it easier to mimic

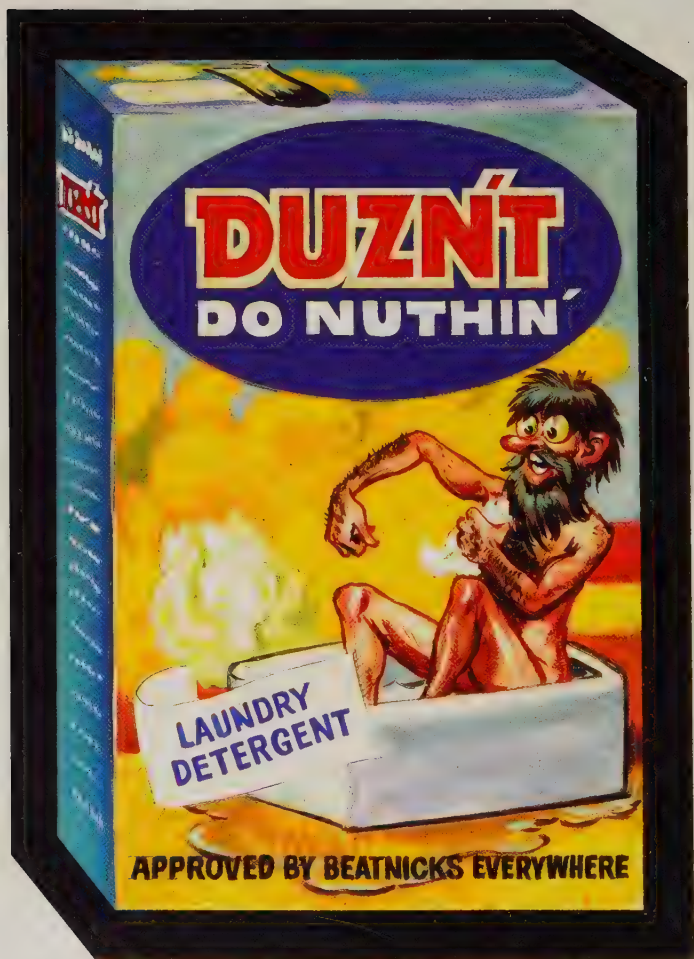
the real product—or proceed to, “Quaker, Quicker, Quacker. Yes! Quacker Oats!” The visual of Donald Duck as a Quaker would come to mind, a few subsidiary gags would be added to achieve the ideal MAD density, and a new sticker would be born.

Some products, like 7-Up, were almost insoluble puzzles to return to over and over, hoping to find an amusing angle that might work. We settled for the uninspired 6-Up since these were not ideas one would brood over for weeks—they were things one would work on for full minutes, hoping one's inner dolt would turn up something suitably irreverent. It was all done as Part of a Day's Work, much like the way early comic books were made: they certainly weren't made as art, they weren't sold as art, and they weren't thought of as art. Wacky Packages just formed an island of subversive underground culture in the surrounding sea of junk.

Anything that happens when you're eight years old can mark you for life—just ask Sigmund Freud! Wackies were a young child's first exposure to subverting adult consumer culture. Now, thirty-five years later, that generation has matured into adults who can afford to nostalgically consume a deluxe volume *brimming* with that subversion. Yessirree—I am proud to have been a worker in the debased basement of the great temple of commerce that is America's popular culture.

SERIES 1 • 1973

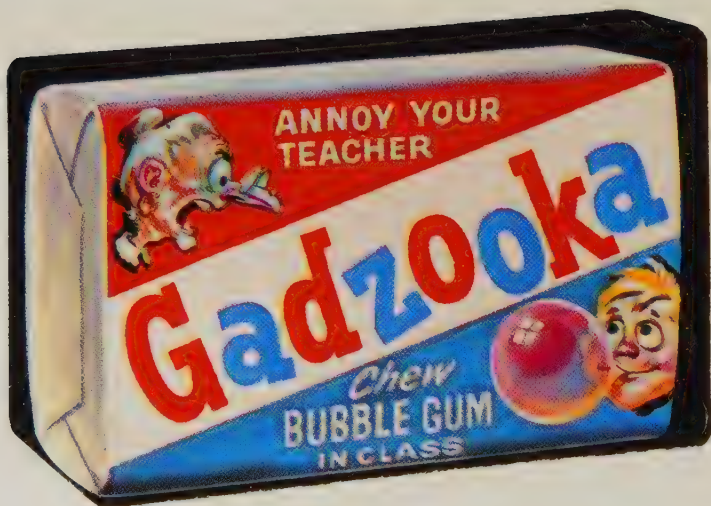


















Generally **G** Moldy

**Messy UN-TOASTED  
HALF-COOKED FLAKES**

# WEAKIES

## "Breakfast of Chumps."



**WEAKLIES**



GRAVE  
TRAIN

# GRAVE TRAIN

Dog Food

YOUR DOG  
WILL NEVER  
EAT ANYTHING  
ELSE...





LONG SKINNY TYPE

MAKE 6 SLOPPY  
SERVINGS

# MINUTE

PRE-COOKED

# LICE



MINUTE  
PRE-COOKED  
LICE

1. PREPARE  
2. COOK  
3. SERVE

4. ENJOY  
5. CLEAN UP

6. WASH HANDS  
7. DISPOSE OF LICE

8. REPEAT STEPS 1-7  
UNTIL ALL LICE ARE  
DELETED

9. WASH HANDS  
10. DISPOSE OF LICE

11. REPEAT STEPS 1-10  
UNTIL ALL LICE ARE  
DELETED

12. WASH HANDS  
13. DISPOSE OF LICE

14. REPEAT STEPS 1-13  
UNTIL ALL LICE ARE  
DELETED

15. WASH HANDS  
16. DISPOSE OF LICE

17. REPEAT STEPS 1-16  
UNTIL ALL LICE ARE  
DELETED





**Liptorn / Molten Lava Soup**

If you drink this hot soup  
you'll get your

**Liptorn**

**Molten Lava Soup**

**8 DEADLY SERVINGS**













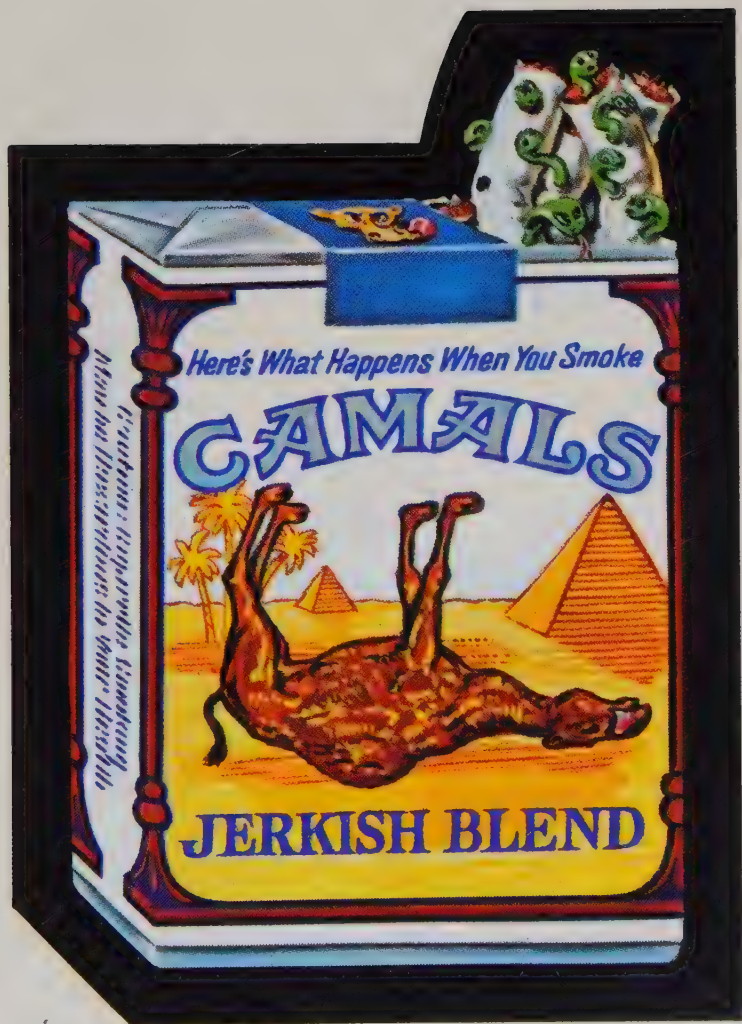


# Kook-Aid

INSTANT SOFT DRINK MIX(UP)



**2**  
**QUARTS**  
WILL DRIVE  
YOU KOOKY



**Tied**

# **Tied**

**DETERGENT**



**Your  
Clothes  
Will Be Fit  
To Be Tied**







**PAUL MAUL**

**PECULIAR CIGARETTES**



**"WHEREVER PECULIAR  
PEOPLE CONGREGATE"**



# BAND-ACHE

BRAND

**STRIPS**  
OFF SKIN



*Jerkson + Jerkson*

SERIES 2 • 1973









**Gadzooka**

**SUGARMESS**  
**BUBBLE**  
**GUM**

GUARANTEED TO PUT ON WEIGHT

NET WT. 1 TON

**Gadzooka**





**Minute Mud**

**FROZEN CONCENTRATED**

**ORANGE JUICE**

**THE FAVORITE OF  
SOPHISTICATED PIGS EVERYWHERE**









# CAP'N CRUD

**HELP!**

**Inside:  
REAL  
PIRATE!**



**TASTES CRUDDY-  
EVEN IN MILK**

# Ditch Masters

CHEAP CIGARS



DITCHDIGGERS  
FAVORITE SMOKE





*Kooloff's*  
**ALL-BRAIN**



**FREE!**  
ANTIDOTE  
INSIDE!

**THE CEREAL THAT GOES  
TO YOUR HEAD**









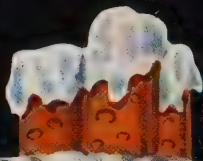


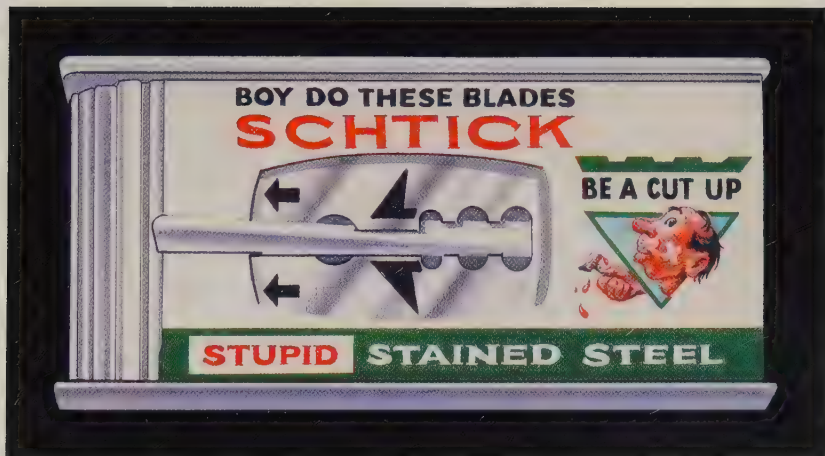


*Frozen  
King*  
**SIZE**

**MENTHOL CIGARETTES  
FOR MENTAL CASES**

**CAUTION: MAY BE HAZARDOUS  
TO YOUR MENTAL HEALTH!**







*Pest*

# AWFUL BITS







Swallowing this stuff really

# Hurts

your  
Stomach



PASTY TOMATOES







GARBAGE  
FLAVOR

# PUTRID CAT CHOW

The *HIGH SMELL*  
Cat Food









**Dull**

**SLICED PINEAPPLE**  
FOR A BORING DESSERT OR SNACK

Run Tony



SHELLS (.38cal.)

Run Tony shells are known  
as the finest in  
the industry for  
accuracy and  
power. They are  
the only shells  
that will  
penetrate any  
target.

# Run Tony

RUBOUT PROTECTION

## SHELLS (.38cal.)

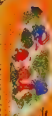


PREFERRED  
BY LEADING  
GANGSTERS  
IN THE  
UNDERWORLD



SERIES 3 • 1973





1. 1000000  
 2. 1000000  
 3. 1000000  
 4. 1000000  
 5. 1000000  
 6. 1000000  
 7. 1000000  
 8. 1000000  
 9. 1000000  
 10. 1000000

the no  
best  
one  
one  
one

## SWEETENS YOUR SMELLS!

**GREAT FOR REFRIGERATORS,  
BATHROOMS  
AND LOCKER ROOMS**

**NEVEREADY**

TO THROW AWAY



**ASSAULTED  
BATTERY**

Keeps you  
**IN THE DARK**







Does  
Work  
with  
Grease  
Kerosene  
Oil  
Lard  
Cup  
Tallow

The "BIG GLOB" cleaner

**Koduck**



**FILM  
FOR  
DUCKS**



**A FOWL PICTURE EVERY TIME**

**Koduckcolor**

**"WATCH THE BIRDIE"**

*Film for Ducks*





**SNATCH-A-PAK**





**Killette**

**FRIGHT  
GUARD**

deodorant



**THE DEODORANT THAT WILL  
SCARE OFF YOUR ENEMIES  
(AND FRIENDS)**





**CHOKIN'**  
*Flavor*

# RICE ★ A ★ PHONI





THE WIGGLY SWAB



NO TIPS COME WITHOUT CUSHIONED ENDS

NO-TIPS

**NO-TIPS**  
SWABS FOR SLOBS

NO-TIPS GIVES NO-REFUNDS

stupid

# Beanball

ALL  
CARDS  
THE  
SAME

CARDBOARD  
BUBBLE GUM



stop



# POOR FOOLBALL

YOU'LL NEVER  
COLLECT  
'EM ALL

Hard as a Brick  
BUBBLE GUM





100 CIGARETTES

WARNING: SMOKING MIGHT CAUSE  
LUNG CANCER OR COMPLICATE PREGNANCY

TAKE A  
**LUCKY  
STRIDE**  
AWAY FROM THESE  
CIGARETTES

***D.A./N.G.E.R.***



Hungry  
Jerk

Extra Heavy

Spillbury

Chocolate  
Cinnamon

Apple Cinnamon

Vanilla Cinnamon

Chocolate Cinnamon

Vanilla Cinnamon

Chocolate Cinnamon

Vanilla Cinnamon

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Chocolate Cinnamon

Vanilla Cinnamon

Chocolate Cinnamon

Vanilla Cinnamon

Chocolate Cinnamon

# Hungry Jerk

Spillbury

Extra Heavy  
Pancake Mix

Buy It Stupid!

















# HURTZ

*millions*

crazy  
canary food



**IT'S FOR THE BIRDS!**





SERIES 4 • 1973

topps®

# Wacky Packages®



**STICKERS**

WITH 1 STICK  
BUBBLE GUM

**BRAND  
NEW  
SERIES!**

MILK-FOAM  
KEEPS YOUR  
DOG FROM  
HOME

MORNING

the dog is  
not home

BETWEEN

the dog is  
not home

AWAY FROM  
HOME

the dog is  
not home

LATE NIGHT

the dog is  
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GIVE YOUR  
DOG THE  
BRUSH



**MILK-FOAM**  
BRAND

**DOG TOOTHBRUSH**

IT'LL MAKE YOUR PET ROAM FROM HOME!

Cheapios

GENERALLY & SOGGY

FORTIFIED  
WITH IRON!  
SO KISS  
YOUR TEETH  
GOODBYE

Cheapios®

LOTS OF HOLES-  
IN EVERY PACKAGE



TRY IT WITH STRAWBERRIES  
...or you'll still be hungry!

On the left side of the box, there is a vertical strip of text that is partially obscured and difficult to read. It appears to be a list of ingredients or nutritional information, but the text is too small and blurry to transcribe accurately.







Shakoy

**Gatoraid**

**THIRST QUENCHER**

Made from freshly  
squeezed Alligators.

ticks

# Wormy Packages



WITH 1 STICK  
**STINKY**  
BUBBLE GUM

JUST  
DUG  
UP



# Grass wax

**GRASS AND LAWN CLEANER**



**for the slickest lawn in town!**

# CHOKES WAGON

## FOR DOGS



# GET RID OF HUNGRY DOGS



**MOTOR-OIL BROWN**



# **MESS CLAIROIL**

**THE FORMULA THAT  
CLEANS BALD HEADS**



**GET RID OF  
DRAB HAIR FOREVER**

**MESS CLAIROIL** CREAM FORMULA

**Hipton**  
**TEA BAGS**

BEG OR STEAL PACK

**Hipton**  
**TEA BAGS**  
*The 'HIPPIE' Tea*



**GIVES YOU  
THE ENERGY  
TO LOAF,  
HITCH HIKE &  
AVOID WORK**











**FLIP YOUR WIG WITH**



**Bald**

**HIGH-POWERED  
TOUPEE CLEANSER**



MAKE YOUR STOMACH

# QUAKE'n ACHE

DON'T BE CHICKEN! BUY IT!

BURN CHICKEN WITHOUT FRYING











LAND O QUAKES

LAND O QUAKES

*Butter Churned by Earthquakes!*

BUTTER

*Postime*

**8 ESSENTIAL  
VITAMINS**  
NECESSARY FOR A  
HORSE'S HEALTH

# GRAZIN BRAN



**NET H.P. 200 HORSEPOWER**

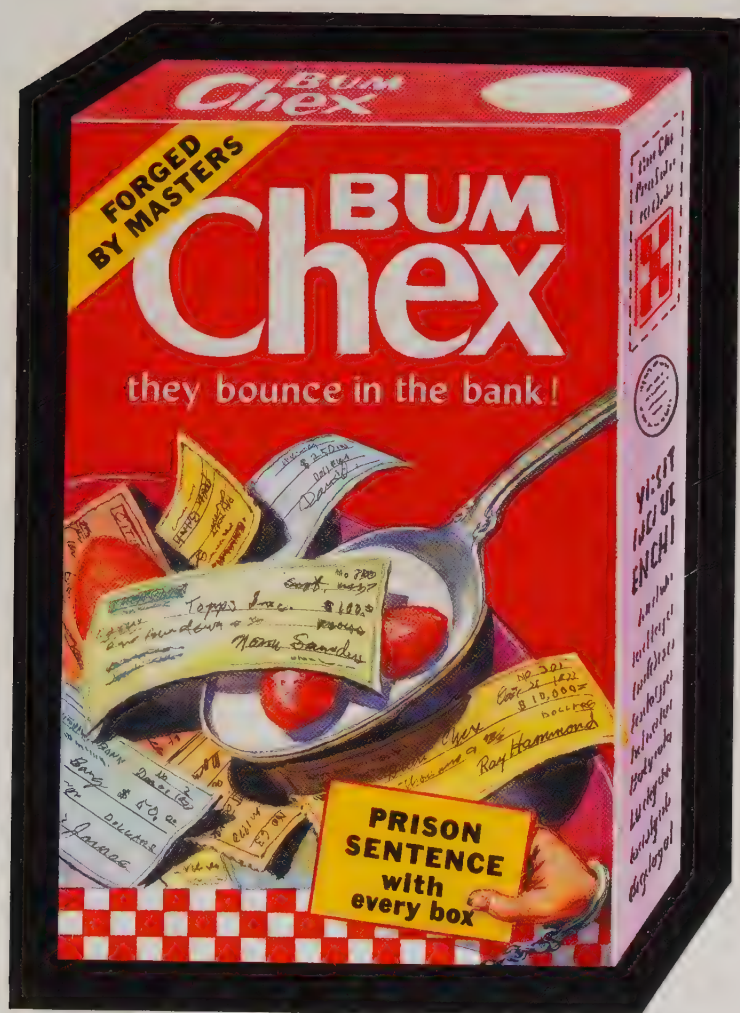


# Liquid bomber

OPENS DRAINS, DOORS,  
WALLS AND INNOCENT  
BYSTANDERS

**DRAIN  
OPENER  
DANGER:**

Keep out of  
reach of  
children and  
radical leaders!





*Freetoes*

IN EVERY PACKAGE OF

**CORN CHIPS**

HARD  
AS  
NAILS



*Freetoes*



# Dampers

1 Diaper lasts for seconds

OVERNIGHT  
Diapers

**OVERNIGHT  
Dampers**  
Extra Moist



**Keeps baby**  
**wet and uncomfortable**

# Dampers

Sure To Rust Your Hampers







NUTLEE'S

*Quit*

BOOZE  
FLAVOR

BAM

EXPLODES  
INSTANTLY  
WITH  
MILK

MAKES YOUR STOMACH QUIT!

GOOD AT ANY HOT DOG STAND WITH MUSTARD CHARGE

HAMBURGER, HOT DOG, KETCHUP, RELISH WITH

**mustard charge**®

THE FULL TUMMY CARD®

0123 4567 890 101

12 13 BURP! GOOD THRU 07 75

\_\_\_\_\_  
FORGE NAME HERE



FULL TUMMY

SERIES 5 • 1973





THE CIGAR THAT GOT PANCHITO VILLA

# Tijuana smells



**MAKES YOU  
SMELL LIKE  
A BANDIT**





**FEEDBAG CIGARETTES**



**WARNING: BEING KICKED  
BY A MULE MAY BE  
HAZARDOUS TO YOUR HEALTH!**

# Muleburro

**CIGARETTES WITH A REAL KICK!**

# *White Fowl*



**5 CIGARS  
BLENDED WITH  
CHICKEN FEATHERS**

**Swiss Mess**  
**INSTANT SLOPPY MIX**

**MURKY CHOCOLATE**

**6**  
SPILLS  
PER CUP



**THRILLS & SPILLS IN EVERY CUP**

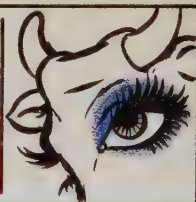


# SECRETS

Mouth Tapers

***HELPS YOU KEEP SECRETS  
BY SHUTTING YOU UP***

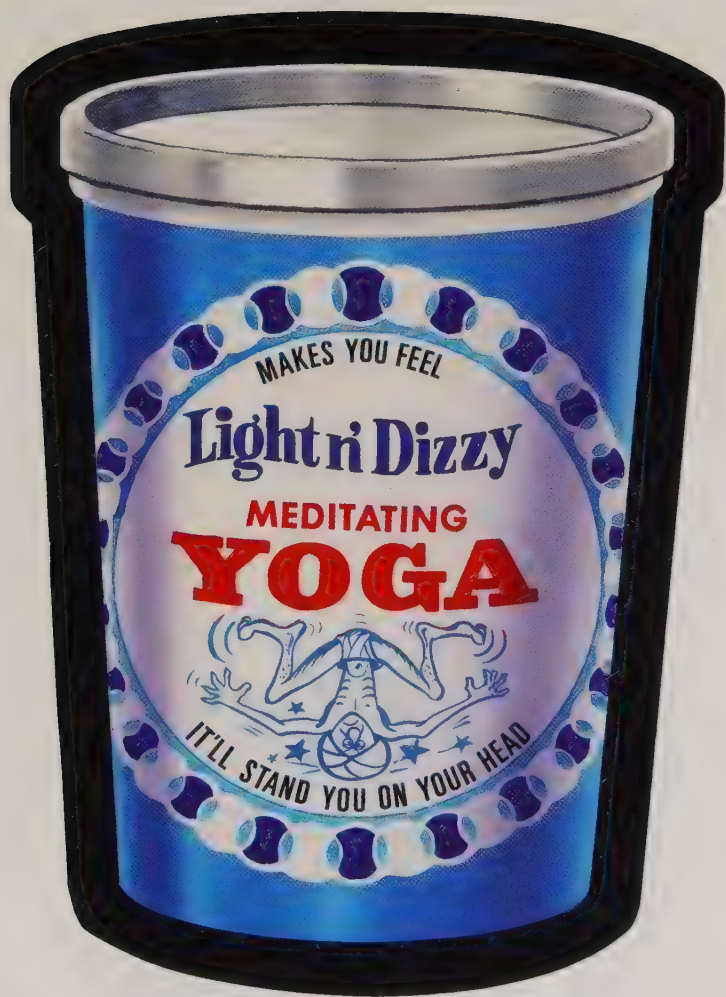
*Macbelline*



## COW MASCARA



FOR UDDERLY BEAUTIFUL EYES





*Head &*  
*Boulders*  
*shampoo*

FLIP YOUR  
WIG WITH



FOR PEOPLE  
WITH ROCKS  
IN THEIR  
HEADS!









Fillsbelly Fatina

FAT  
CHART

Fillsbelly

MAKES  
YOU  
STOUT



QUICK FILLING  
**Fatina**  
Heavyweight Cereal

NET WT 16 TONS+

# Shot & Wheels

CHEAPEST HEAPS IN THE WORLD

A MUDDLED  
**M**  
TOY



**GUARANTEED TO SELF DESTRICT**







# COVER GHOUL

**MONSTER  
MAKE-UP**



**DEVELOPED BY A MAD SCIENTIST  
FOR HIS OWN MONSTERS!**



*Sanitarium*

PACKED  
IN STRAIGHT  
JACKETS



# KRAZY

## CRACKERS

YOU'LL GO  
NUTS OVER  
THEM

NET WAIT; 6 MONTHS



**Ha Ha**  
CRACKERS



*Funshine*

THEY'LL  
CRACK  
YOU  
UP!

**MADE  
ON THE  
FUNNY  
FARM**

**Ha Ha**  
CRACKERS



**3**  
CHUCKLES IN  
EVERY PACKAGE

**NET WT. 10 YUKS**





**SMITH SISTERS**

*Weird Chicks*

**SMITH  
SISTERS**

**FEMININE COUGH DROPS**



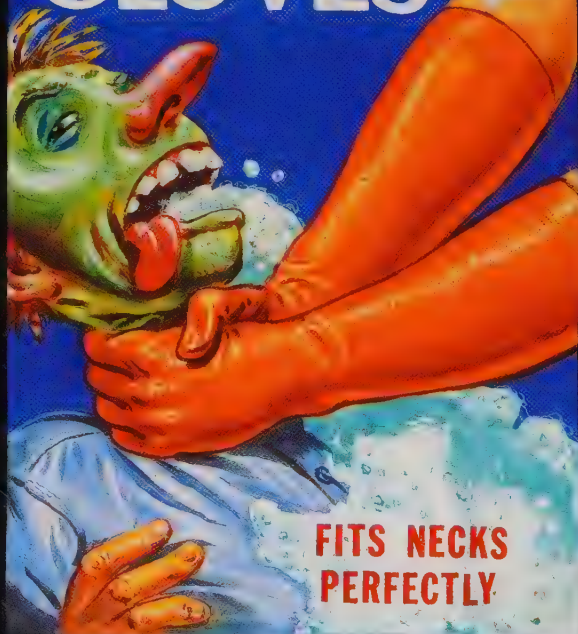




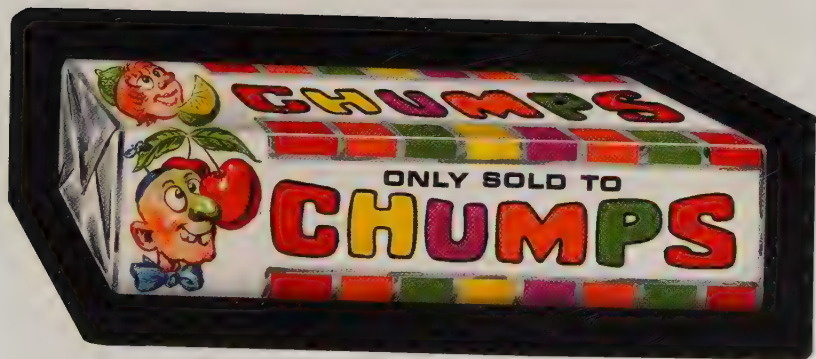
# Slaytex

LIVING

# GLOVES



**FITS NECKS  
PERFECTLY**



THIS HERE CHEESE WAS YELLOW  
NOW IT'S FULL OF HOLES!

**GRAFT**

MACHINE GUN RIDDLED

**CHEESE**

*Shot* **FULL OF  
HOLES**



KEEP IN THE COOLER FOR  
TEN YEARS TO LIFE





SERIES 6 • 1974









TURNS MILK INTO  
WITCHES  
BREW

CHOKELATE FLAVOR

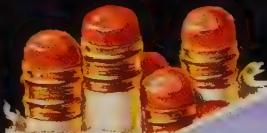
EVILTIME

IT MAKES YOU SPELLBOUND









**CLASS Z**

# TRUANT

ERASER-TIPPED CIGARETTES



**20 CLASS Z CIGARETTES  
FOR KIDS WHO CUT CLASSES!**

**WARNING: PLAYING HOOKEY CAN BE  
DANGEROUS TO YOUR HEALTH**







# AIRRAID

## DEODORANT

ELIMINATES BODY ODOR...  
AND BODY!





**MONOTONY**

**PARKED BROTHERS**  
**World's Quietest Bored Game**



**MONOTONY**

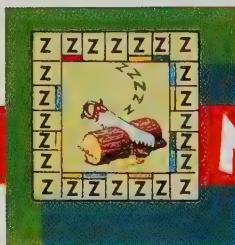


**Z Z Z Z Z**



**MONOTONY**

**PARKED BROTHERS**  
**World's Quietest Bored Game**



**MONOTONY**



**BETTER  
THAN  
COUNTING  
SHEEP**



**Z Z Z Z Z**



**VALVEATER**

**HI OCTANE SNACK**



**VALVEATER**

**KRAZY**

**SPREAD IT ON CAR VALVES  
TO MAKE THEM TASTE BETTER**







**SCARE DEAL**  
**DECOMPOSITION**  
**NOTE BOOK**

Stolen From \_\_\_\_\_

FOR ROTTEN  
STUDENTS

DECOMPOSES  
IN **60**  
SECONDS





BITE SIZE

*Jerkens*



WASH OUT  
YOUR MOUTH WITH

*Jerkens*

WILD SOAP

CLEANS UP DIRTY WORDS

*Jerkens*



USE THIS  
...PAINT  
THEN DITCH  
YOUR CLOTHES



**Ditch Boy**  
**PAINT**

SLOPS ON SHIRTS, SOCKS, SLACKS....



MADE WITH  
CLAM  
CHOWDER



*Slippery*

**CLAMMY**

**THE FISHY-SMELLING SOAP**



YOU'LL  
HAVE AN

ILL TEMPERED  
**Sneer**

BEFORE YOU  
DO YOUR  
WASHLOAD!





The cigarette pack is black with a yellowish-tan background for the illustration. On the left, two tall, dark, vertical pipes or chimneys rise from a cluster of small, colorful houses (green, yellow, and red roofs). A large, dark, billowing cloud of smoke or ash rises from the pipes, partially obscuring the top of the pack. In the upper right corner, three cigarettes are visible, protruding from the pack. The text is arranged in a central column, with the top line in a small box, followed by a larger line of text, and then the brand name in large, bold letters. The bottom line of text is in a smaller, bold font.

**20 SKINNY  
UNDERNOURISHED  
CIGARETTES**

**inhale smoke from  
the factories of...**

**VIRGINIA SLUMS**

**THIN  
CIGARETTES**





**Bum Bums**

**Bum Bums**

THE CANDY THATS GOOD TO HANDOUT

SERIES 7 • 1974







**Fibby's  
Fibby's  
Fibby's**

**LIAR'S JUICE**



**FAVORITE OF  
POLITICIANS**





## ◀ DRIBBLE

# SLOPICANA

## ORANGUTAN JUICE

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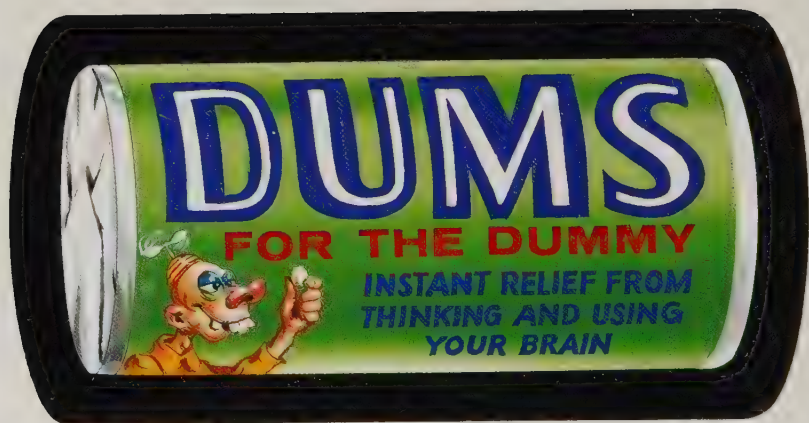
**SLOPICANA**  
**100% PEELS**  
**ORANGUTAN**  
**JUICE**



## BREAKFAST OF CHIMPS







**DUMS**

**FOR THE DUMMY**

**INSTANT RELIEF FROM  
THINKING AND USING  
YOUR BRAIN**



HAG HAG

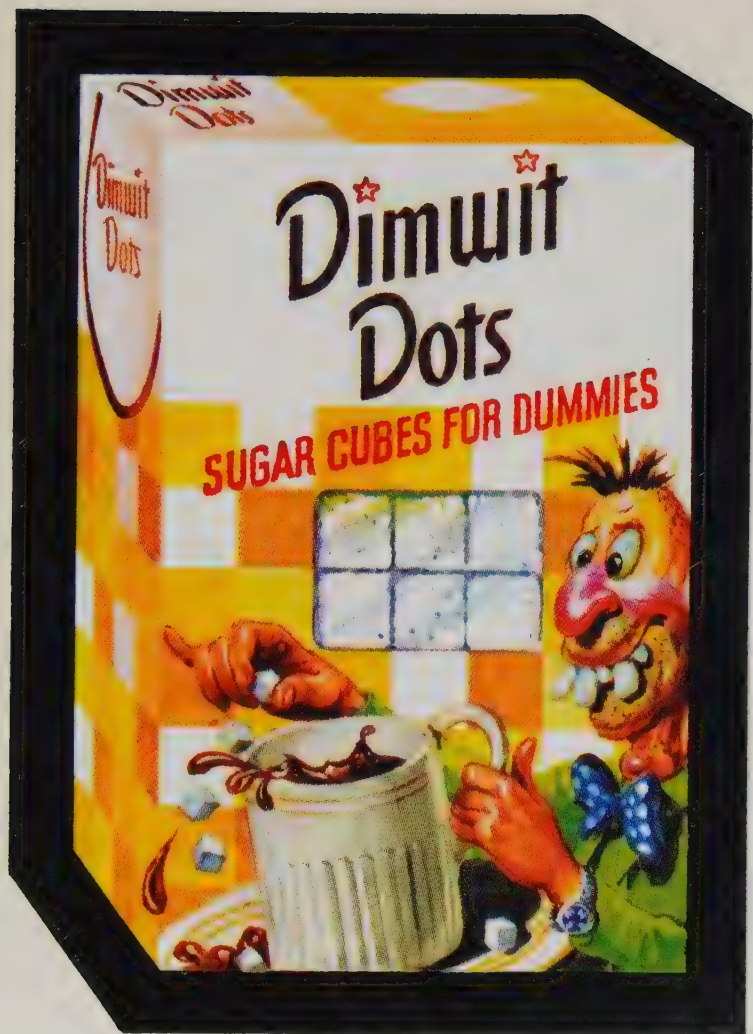
HAG AND HAG



HAG AND HAG  
FOR WITCHES ONLY

WICKED  
AND EVIL  
TOBACCO!

GREAT FOR  
HEXES AND CURSES







**10**  
CARTRIDGES



# CONTRAC

WIPES OUT HOODS AND GANGSTERS

49¢ A POUND

**BIG  
BANANA**



**DO NOT  
REFRIGERATE**

**Big**

**EMPTIMO**



**ABSENTS**



**5**

**VERY MISSING  
CIGARS**

**5**

**CIGARS**



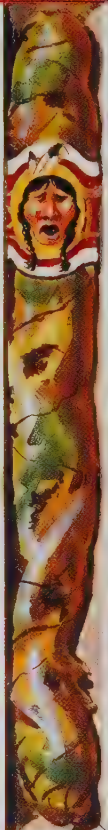
EL POLLUTO

5  
SMOGGY  
CIGARS

# EL POLLUTO



5 SMOGGY CIGARS







**Oh Hairy!**  
fuzzy chocolate for fuzzy people  
TICKLES YOUR TASTE BUDS!



**Feetena**

**FLAVOR WITH A KICK!**

**Feetena**  
10 toes in every bowl!



**IT'S TOES-TED!**









**Moron**

DUH!

GUM

GLEEP

NET WT. 100 FEATHERS

LOTSA BIRDS WITH  
NOTHING ON THEIR MINDS!

**Blank Crows**  
**IMBECILE Blank Crows**





Marshmallow

STICKS TO  
YOUR RIBS,  
CLOTHES,  
HAIR, ETC.

f1opp

of the party!



*The ORIGINAL Flavor  
Used To Taste Different*  
**LOSING CONTESTS SINCE 1884**

*Blast*  
**Blew Ribbon**  
**BEER**



**THE BEER THAT MADE MILWAUKEE BURP**





# AFTERWORD

by JAY LYNCH

*Wacky Packages* hit their stride in the establishment-questioning era of the early seventies, but the tradition of mocking advertising products and packaging goes all the way back to the beginnings of packaging and advertising itself.

The railroads that were built in the United States in the 1860s connected the larger manufacturing cities with the heartland. Mass distribution of goods became possible, as did mass circulation of publications that ran ads for these nationally distributed items. Product packages began to tout the oftentimes mythical virtues of their contents. And the hyperbolic humbug of P. T. Barnum became the accepted language of the newly developing industry of advertising.

By the 1890s advertising slogans and hyped-up product packaging were an accepted part of American culture. And it wasn't long before satirists started mocking these grandiose advertising claims. Turn-of-the-century college humor magazines ran occasional advertising parodies, as did national humor magazines.

In the early 1930s *Ballyhoo* magazine put out a playing card game called *The Ballyhoo Game*, which featured a painting of a different product parody on each card. They included "Pesterfield Cigarettes," "Old Metal Flour," "Ofaltine," and "Blobasol." *Ballyhoo* wasn't the first to parody products, but they are the earliest outfit known to package multiple product parodies on cards. Perhaps the *Ballyhoo* game was stuck somewhere in the back of Woody Gelman's mind when he, Len Brown, and Art Spiegelman came up with the original concept for *Wacky Packages* in 1967. Woody had been, after all, a child in the thirties and heavily into satire and cartooning even as a lad.

*Ballyhoo* enjoyed its greatest success in the thirties. It floundered in the forties, and there were several attempts to revive it in the fifties. In 1954, the same year that *Ballyhoo* magazine

finally died, Harvey Kurtzman's ten-cent comic book *MAD* changed its format and became a twenty-five-cent humor magazine. Kurtzman took the *Ballyhoo* ad-parody-type humor a quantum leap further with his product parodies. Kurtzman's stuff is what Len, Art, and I all grew up on.

By the time *Wackys* came along, Topps had a long history of working with *MAD* artists (as early as 1959). Jack Davis, Wally Wood, and Basil Wolverton worked on numerous Topps humor card series over the years, and Kurtzman himself would occasionally visit Topps to consult on new products.

Veteran *MAD* contributor (and Emmy Award-winning writer) Stan Hart was also a regular Topps gag writer at the time *Wackys* were conceived, even though he had lucrative TV-scripting gigs on *Rowan & Martin's Laugh-In* and *The Carol Burnett Show*.

Norman Saunders was a chum of Woody Gelman's. Primarily known for his 1930s pulp magazine covers, Norm painted the majority of the early *Wacky Packs* in a style that would have been at home in the pages of *MAD*. Saunders did a great deal of work for Topps before *Wackys*. *Mars Attacks*, *Batman*, *Civil War News* . . . the list of Saunders-painted Topps series goes on. But with *Wackys*, he introduced and refined a whole new satirical painting style that really made *Wacky Packages* something that embedded themselves in the minds of kids across the nation, instilling the positive virtues that led them to question authority and think for themselves.

Thirty-five years later, they're still funny. What more could we hope for?

JAY LYNCH has written for *MAD*, *Cracked*, *Sick*, *Playboy*, and *Time* magazines. He has been freelancing for Topps for over forty years, and helped create some of their most popular humor products, including *Wacky Packages* and *Garbage Pail Kids*.

# INDEX

- 1-A Sauce 101  
 6-Up Beverage 15  
 8-Lives Tuna Bones 70  
 Achoo 151  
 Airraid Deodorant 182  
 Ajerx 47  
 All-Brain Cereal 54  
 Alpoo Dog Food 215  
 Argh 103  
 Armor Hot Dogs 116  
 Awful Bits 63  
 Baby Runt 187  
 Bald Detergent 120  
 Band-Ache Strips 39  
 Bar-Kist 199  
 Beanball Bubble Gum 89  
 Bent Cigarettes 121  
 Big Baddy 149  
 Big Banana Pen 221  
 Big Muc Hamburger 206  
 Bit-O-Money 195  
 Blank Crows 232  
 Blast Blew Ribbon Beer 236  
 Blech Shampoo 55  
 Blisterine 180  
 Blue Beanie Margarine 117  
 Blunder Bread 64  
 Boo-Hoo Drink 57  
 Booze Gum 231  
 Botch Tape 42  
 Breadcrust Hash 12  
 Brittle Soap Pads 71  
 Broomo Seltzer 201  
 Brute 88 119  
 Bum Bums Candy 204  
 Bum Chex 129  
 Busted-Finger Candy 78  
 Caged Dog Food 219  
 Camals 33  
 Cap 'n Crud 50  
 Cheapios Cereal 107  
 Chef Girl-ar-dee 125  
 Chicken Fat 53  
 Chock Full! O' Bolts 11  
 Choke King 95  
 Choke Wagon 113  
 Chumps Candy 167  
 Clammy Soap 198  
 Clank Bar 162  
 Commie Cleanser 52  
 Contrac 220  
 Cover Ghoul 29  
 Cover Ghoul 158  
 Crakola Crayons 77  
 Cram 155  
 Creature Crackers 235  
 Crust Tooth Paste 19  
 Cut-Rong Hacked Paper 191  
 Dampers 133  
 Dimwit Sugar Dots 217  
 Ditch Boy Paint 196  
 Ditch Masters 51  
 Dopey Cream 27  
 Dr. Ono 85  
 Downy Softener 98  
 Dull Pineapple 72  
 Dums (For the Dummy) 214  
 Duzn't Detergent 10  
 El Polluto Cigars 224  
 Emptimo Cigars 222  
 Esquire Foot Polish 135  
 Eviltime 174  
 Exceedrin 48  
 Fang 118  
 Fatina Cereal 153  
 Feetena Cereal 228  
 Fibby's Juice 208  
 Fink Beverage 26  
 Fish-Bone Dressing 58  
 Football Bubble Gum 90  
 Footsie Roll 203  
 Freetoos 131  
 Fright Guard 84  
 Fruit of the Tomb 177  
 Gadzooka Gum 14  
 Gatoraid 110  
 Gloom 59  
 Glutton Mustard 164  
 Goonman's Looney Noodles 185  
 Graft Cheese 168  
 Grass Wax 112  
 Grave Train 20  
 Grazin' Bran 127  
 Grime Dog Food 233  
 Gurgle Baby Food 41  
 Gurgle Cereal 209  
 Gypsy Pop Corn 68  
 Ha Ha Crackers 160  
 Hag & Hag Tobacco 216  
 Harm & Hammer 75  
 Hawaiian Punks Juice 91  
 Head and Boulders 148  
 Heave Cigarettes 123  
 Hipton Tea Bags 115  
 Hired Root Beer 93  
 Horrid Deodorant 24  
 Hostage Cakes 31  
 Hungry Jerk 94  
 Hungry Jerk 152  
 Hurts Tomatoes 66  
 Hurtz Baked Bears 210  
 Hurtz Bird Seed 102  
 Hurtz Tomato Ketchup 237  
 Hyde's Rox Cookies 109  
 Jail-O Desert 13  
 Jenkins Soap 194  
 Knuckles Candy 157  
 Koduck Photos 80  
 Kook Cigarettes 60  
 Kook-Aid 32  
 Krazy Crackers 159  
 Land O Quakes Butter 126  
 Lavirus 36  
 Leek Oil Dropper 223  
 Light and Dizzy Yoga 147  
 Liptorn Soup 25  
 Liquid Bomber 128  
 Log Cave-In Syrup 67  
 L'Oggs Panty Hose 230  
 Lova Soap 100  
 Lucky Stride Cigarettes 92  
 Maddie Boy 16  
 Marshmallow Flopp 234  
 Medi-Quak 213  
 Mess Clairoil 114  
 Mex-Pax Coffee 238  
 Milk-Foam 106  
 Minute Lice 22  
 Minute Mud 46  
 Mold Rush Gum 172  
 Monotony 186  
 Moobelline 146  
 Moonshine Crackers 81  
 Motorzola 97  
 Mr. Goodbye Candy 218  
 Mrs. Klean 21  
 Muleburro Cigarettes 142  
 Murial Bland Cigars 229  
 Mustard Charge 137  
 Mutt's Juice 38  
 My Sink Perfume 190  
 My-T-Fink Desert 207  
 Nertz 56  
 Nestree 132  
 Neveready Battery 76  
 No-Tips 88  
 Nutlee's Quit 136  
 Oh Hairly Candy Bar 226  
 Old Spit Cologne 141  
 Paul Maul 37  
 Peter Pain Peanut Butter 183  
 Piwi Blech 173  
 Plastered Peanuts 45  
 Play Dumb Clay 179  
 Plopsikle 150  
 Poopsie 62  
 Pounds Candy 156  
 Pure Hex 35  
 Putrid Cat Chow 69  
 Quacker Oats 17  
 Quake 'n Ache 122  
 Rabid Shave 96  
 Raw Goo Sauce 124  
 Raw Leaves Cigarettes 83  
 Rice A Phony 86  
 Rinkled Wrap 108  
 Run Tony Shells 73  
 Run-A-Way Vitamins 176  
 Sailem 43  
 Scare-Deal Notebook 192  
 Schtick Blades 61  
 Secrets 145  
 Shot Wheels 154  
 Shots Candy 170  
 Sicken of the Sea 161  
 Skimpy 23  
 Slaytex Gloves 166  
 Sledge 87  
 Slopicana Juice 211  
 Sludge (Betty Crooked) 139  
 Smith Sisters 163  
 Snarlamin Cigarettes 189  
 Snatch-A-Pak 82  
 Sneer 200  
 Soft-Head Bulbs 184  
 Soggy Babies Candy 225  
 Sorry Wrap 227  
 Spills Bros. 197  
 Spit & Spill Cleanser 79  
 Spray Nit 28  
 Stiffords Glue 165  
 Sugar Cigar Crisp 181  
 Sugar Daffy 175  
 Sugarmess Bubble Gum 44  
 Sweat-Hard Soap 99  
 Swiss Mess Cocoa 144  
 Taster's Choke 134  
 Tied Detergent 34  
 Tijuana Smells 140  
 Top Slob Cleanser 212  
 Triks Cereal 169  
 Truant Cigarettes 178  
 Ultra Blight 49  
 Valveater Cheese 188  
 Vicejoy Cigarettes 30  
 Vile Soap 65  
 Virginia Slums 202  
 Weakies Breakfast Cereal 18  
 What Man's Simple Candy 193  
 White Fowl Cigars 143  
 Windchester 104  
 Windhex 130  
 Wormy Packages 111



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 - PAIN + SICKNESS

+ MONSTERS (DRAC/BOGIES)

- ANIMALS - MONKEYS + PIGS

- COOTINESS

- STUPIDITY

- DIRTYNESS

- CLUMSINESS

- BOREDOM

- SWITCHEROO

- BODY PARTS  
 A. CUT OFF  
 B. FEET

- LAZINESS

+ MELTING - FREEZING

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- BROKEN

- OLD

- CRAZY

- PUNS

- SPORTS

- DIZZINESS

- NOISINESS

- SMELLS

- SPITTING

- VOMITING

- HINTS OF SNOT

- BURPING



THE TOPPS COMPANY, INC., founded in 1938, is best known as a leading producer of baseball cards and other trading cards and stickers. They are also known for Bazooka bubblegum, which was introduced in 1947.



**ART SPIEGELMAN** is an American comics artist and editor, best known for his Pulitzer Prize-winning comics memoir, *Maus*.

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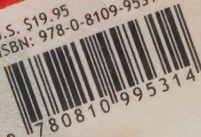
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